

**CIS3302-110, Business Analytics
Fall 2019
Texas A&M University-Central Texas**

COURSE DATES, MODALITY, AND LOCATION

Mode of instruction and course access:

This is an online course. The course is 16-week course that begins August 26, 2019 and ends December 13, 2019. It also uses the A&M Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>] which will be our primary resource for class information. You will use your Canvas username and password to logon to this system. The course syllabus, schedule, supplemental readings, class announcements, PowerPoint slides, learning modules, and other course related documents will be posted in Canvas. Each student is responsible for the posted material and should check Canvas at least daily for updates. The course outline in this syllabus shows the basic schedule for the semester.

Student-instructor interaction:

Students are encouraged to send all course-related correspondence to Canvas email messaging. Students will use TAMUCT email only when Canvas is not available. I check course messages and emails several times a day during the week and at least once during Saturdays and Sundays.

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Crystal Bausley

Email: cbausley@tamuct.edu

Canvas Inbox (preferred): If the Canvas is unavailable, email me at cbausley@tamuct.edu

Office Hours: I do not have an office, but I will also be available for students on an appointment basis. Send me an email to schedule an appointment to meet online.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [<https://portal.publicsafetycloud.net/Account/Login>]

to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

COURSE INFORMATION

Course Overview and description

Examine theory and application of business analytics applied in accounting, finance, marketing, management, and other business disciplines. Develop basic analytical skills to gain insights and make better decisions. Special emphasis on descriptive statistics, data visualization, descriptive data mining, linear regression, forecasting, optimization models, spreadsheet models, Monte Carlo simulation, and decision analysis.

Course Objective

Student Learning Outcomes

At the conclusion of the course, the student will be able to:

- Explain what business and data analytics are; how they differ from business intelligence and data mining; and why organizations are actively adopting this orientation for strategic advantage
- Describe how managers use business analytics to formulate and solve business problems and to support managerial decision making
- Execute advanced Microsoft Excel skills for data analysis
- Summarize and describe data using tabular and graphical methods
- Interpret analysis methods in business contexts
- Explain ethical issues that arise when utilizing business analytics techniques

Competency Goals Statements (certification or standards): None

Required Reading and Textbook(s)

Required Text:

Title: Business Analytics

Authors: Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. Anderson, Dennis J. Sweeney, Thomas A. Williams

Edition: 3rd

Publisher: Cengage

ISBN: 9781337406420

Supplementary Material: The course textbook will be supplemented with other materials including research paper readings, handouts, oral presentations, industry articles, case studies, PowerPoint presentations, etc.

Attendance/Participation Policy: As this is an outline course, there is no class attendance requirement. Regular course progress is expected. It is each student’s responsibility to review Canvas and the course syllabus for the latest information.

COURSE REQUIREMENTS

Reading Assignments: All assigned chapters will be used as basis for class and/or Canvas discussions. Students are expected to study the assigned readings before each class session.

Homework Assignments: There will be nine (9) homework assignments from the textbook. The Syllabus Acknowledgement assignment will be counted toward one of your homework assignment grades. Each homework assignment will be worth 40 points. Therefore, the ten (10) homework assignments are worth 400 points.

Quizzes: There will be five (5) quizzes. Each quiz will be worth 40 points. Therefore, the five (5) quizzes are worth 200 points total. The quizzes are timed. Once you start the quiz, you must submit your answers in a given time period.

Midterm and Final Exams: There will be one (1) Midterm and one (1) Final Exam. Each exam will be worth 200 points. The exams are timed. Once you start the exams, you must submit your answers in a given time period.

Grading Criteria Rubric and Conversion

The distribution of points in different activities and the grading scheme are mentioned below:

Student Activity	Quantity	Total
Homework	10	400
Quizzes	5	200
Midterm Exam	1	200
Final Exam	1	200
		1000

Point Range	Letter Grade
1000-900	A
899-800	B
799-700	C
699-600	D
599-0	F

Posting of Grades

All students' grades will be posted on the Canvas Gradebook, and students can monitor their progress in this course using Canvas Portal. Students can expect to see their grades within one week of the closing of class tests, exams, and assignments. Students are expected to visit Canvas course webpage regularly to get any update regarding this online course. All updates regarding homework and tests will be posted in "Announcements" tab in Canvas course portal.

File Naming Convention:

Students are required to submit their assignments via Canvas using file names with the following format:

CIS3302[AssignmentID][LastName_FirstName].[file extension]

For example, for homework assignment 2, the file name will be:

CIS3302Assignment2Smith_James.zip

COURSE OUTLINE AND CALENDAR

Complete Course Calendar

Week	Dates	Reading Chapter(s)	Due Date
1	8/26 - 9/1	Read Syllabus Thoroughly Chapters 1, 2	Syllabus Acknowledgment – due 8/28 Discussion Post: Introduction – due 9/1 Quiz 1 – due 9/1
2	9/2 - 9/8	Chapter 3	Assignment 1 – due 9/8
3	9/9 - 9/15	Chapter 4	Assignment 2 – due 9/15
4	9/16 - 9/22	Chapter 5	Quiz 2 – 9/22
5	9/23 - 9/29	Chapter 6	Assignment 3 – due 9/29
6	9/30 - 10/6	Chapter 7	Assignment 4 – due 10/6
7	10/7 - 10/13	Chapter 8	Quiz 3 – due 10/13
8	10/14 - 10/20	Review Chapters 1-8	Midterm Exam – due 10/20
9	10/21 - 10/27	Chapter 9	Assignment 5 – due 10/27
10	10/28 - 11/3	Chapter 10	Assignment 6 – due 11/3
11	11/4 - 11/10	Chapter 11	Quiz 4 – due 11/10

12	11/11 - 11/17	Chapter 12	Assignment 7 – due 11/17
13	11/18 - 11/24	Chapter 13	Assignment 8 – due 11/24
14	11/25 - 12/1	Chapter 14	Quiz 5 – due 12/1
15	12/2 - 12/8	Chapter 15	Assignment 9 – 12/8
16	12/9 - 12/13	Review Chapters 9-15	Final Exam – due 12/12

Important University Dates

August 12, 2019	Classes Begin for Minimester
August 23, 2019	Classes End for Minimester
August 26, 2019	Classes Begin for Fall Semester
August 26, 2019	Add, Drop, and Late Registration Begins for 16- and First 8-week Classes \$25 Fee assessed for late registrants
August 28, 2019	Deadline for Add, Drop, and Late Registration for 16- and First 8-week
September 2, 2019	Labor Day (University Closed)
September 3, 2019	Deadline to Drop First 8-week Classes with No Record
September 11, 2019	Deadline to drop 16-week Classes with No Record
October 1, 2019	Deadline for Teacher Education and Professional Certification Applications
October 4, 2019	Deadline to Drop First 8-week Classes with a Quit (Q) or Withdraw (W)
October 15, 2019	Deadline for Clinical Teaching/Practicum Applications
October 18, 2018	Classes End for First 8-week Session
October 18, 2019	Deadline to Withdraw from University for First 8-Week Classes (WF)
October 21, 2019	Add, Drop, and Late Registration Begins for Second 8-Week Classes \$25 Fee assessed for late registrants
October 21, 2019	Classes Begin for Second 8-Week Session
October 21, 2019	Class Schedule Published for Spring Semester
October 22, 2019	Deadline for Faculty Submission of First 8-Week Class Final Grades (due by 3pm)
October 23, 2019	Deadline for Add, Drop, and Late Registration for Second 8-Week Classes
October 25, 2019	Deadline for Graduation Application for Ceremony Participation
October 28, 2019	Deadline to Drop Second 8-Week Classes with No Record
November 4, 2019	Registration Opens for Spring Semester
November 8, 2019	Deadline to Drop 16-Week Classes with a Quit (Q) or Withdraw (W)
November 11, 2019	Veteran's Day (University Closed)
November 28-29, 2019	Thanksgiving (University Closed)
November 29, 2019	Deadline to Drop Second 8-Week Classes with a Quit (Q) or Withdraw (W)
December 13, 2019	Deadline for Applications for Tuition Rebate for Fall Graduation (5pm)

- December 13, 2019 Deadline for Degree Conferral Applications to the Registrar's Office \$20 Late Application Fee
- December 13, 2019 Deadline to Withdraw from University for 16- and Second 8-Week Classes
- December 13, 2019 Fall Semester Ends
- December 13, 2019 Fall Commencement Ceremony
- December 17, 2019 Deadline for Faculty Submission of 16-Week and Second 8-Week Final Class Grades (due by 3pm)
- December 23, 2019 - January 1, 2020 Winter Break (University Closed)

TECHNOLOGY REQUIREMENTS AND SUPPORT

This course uses Microsoft Office 2016 or higher. You must have access to a computer capable of running THIS VERSION in order to successfully complete all assignments.

MAC users beware – not all options described in the book are the same for MAC versions! It is recommended you set up a MS Windows environment on your MAC and run the Windows 2016 versions of Excel.

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Other Technology Support

For log-in problems, students should contact Help Desk Central
24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

Academic Accommodations

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The

Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](#) Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

Tutoring

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring **will not offer writing support** beginning August 1, 2019 but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

University Writing Center

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

University Library

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat

service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

OPTIONAL POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting behaviors that pose a threat to safety, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](#) website for

more information [<https://www.tamuct.edu/student-affairs/bat.html>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

INSTRUCTOR POLICIES

Policies related to grading

- All the assignments must be submitted before the posted deadline in Canvas Course website unless arrangements are made beforehand.
- Assignments more than 24 hours late are subject to 20% late penalty.

Instructor's Personal Statement

- The instructor reserves the right to modify the course syllabus during the semester for the benefit of the students.
- The instructor reserves the right to supplement materials presented in the text with additional course material that may help the students to understand the topic better.
- The instructor reserves the right to modify grading policy rubrics. Any changes to grading rubrics will be applied to current and possible future assignments.

Copyright Notice

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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